Regis Marketing Group Inc.
8700 W. BRADLEY ROAD • MILWAUKEE, WI • 53224 • (414) 355-6851 • FAX • 414 355-1072
SALES PROMOTION PREMIUMS INCENTIVES

Wednesday, November 24, 1993

Philip Morris, USA
120 Park Avenue
New York, NY 10017
Attn: Vincent M. Occhiuto
Senior Purchasing Agent

Dear Vince,

Attached for your review and order consideration are the Cambridge totals and estimates as of 11/17/93. Vince, there are some big numbers that should be ordered ASAP. Instead of ordering the complete estimated total we only recommend that you purchase about 50% of that estimate. Therefore we recommend you purchase what is given in the "SUGGESTED REORDER (ADJUSTED FOR INV. BALANCE)" column. Because of our contracts with our manufacturers, our recommendations are lower than the estimated total usages. Why should PM outlay all that money? After you review, let us discuss. Thanks for this great opportunity.

Sincerely,

James Kulas
Executive Vice President

cc: D. Elfar
D. Smith
E. Marini
R. Welsh III
B. Bould

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Source: https://www.industrydocuments.ucsf.edu/docs/zkjm0004